

Content and Structure

Project	
Date	
Your name	

1	What text elements must be accommodated? <input type="checkbox"/> A few long articles? <input type="checkbox"/> Many short text elements? <input type="checkbox"/> A mixture of both?
2	What types of visuals will you include? <input type="checkbox"/> Charts? <input type="checkbox"/> Photographs? <input type="checkbox"/> Graphs? <input type="checkbox"/> Illustrations? <input type="checkbox"/> Clip art?
3	Have you thoroughly organized your ideas? <input type="checkbox"/> Yes <input type="checkbox"/> No
4	What is the single most important idea you're trying to communicate?
5	What is the next most important idea, and the important ideas that follow? 1. 2. 3. 4.

From:

Parker, Roger C. "Planning for Success." One-Minute Designer: Section 1, Page 4

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6	Which ideas are merely supportive or illustrative?
7	Have you identified key words and short phrases that summarize adjacent material?
8	Can you tell at a glance where new ideas are introduced?
9	Have you analyzed the content of your visuals. If you do not have access to a scanner, photocopy your photographs and use a marker to draw boxes around the parts that contain the most storytelling power. This indicates where you should crop out unnecessary details.

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